SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR USER-SPECIFIC ADVERTISING IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK

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ABSTRACT

A system, method and computer program product are disclosed for advertising in a network-based supply chain management framework in which data is received utilizing a

10   network from a plurality of stores of a supply chain. A user is allowed to access the data utilizing a network-based interface. The user accessing the network-based interface is identified and advertising is presented to the user in accordance with the identification.